

## **Neue Awareness-Kampagne**

Mit einer emotionalen Kampagne werden die Wiener Konsumenten über die Vorteile des Einkaufs im lokalen Fachgeschäft informiert



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5a ~\* "'A U] Ybh\Ø``hYb`X]Y`K ]YbYf`: `Y]gW\Yf`]\fY`bYi Yž``c\_U`Y
K YfVY\_Ua dU[ bY`Ua `K ]YbYf`GhYd\Ubgd`Uhn"`A ]h`X]YgYa
Ui Za Yf\_gUa \_Y]hgghUf\_Yb`GhUfhgW\i gg`XYf`Ya ch]cbU`Yb
? Ua dU[ bY`[ YVYb`X]Y`; Yk YfVYhfY]VYbXYb`]b`XYf
6i bXYg\Ui dhghUXh`Y]b`\_fÀZh][ Yg`@YVYbgnY]W\Yb`j cb`g]W\`i bX
`UXYb`U``Y`K ]YbYf]bbYb`i bX`K ]YbYf`Y]bž`]\fY`: `Y]gW\!`i bX
K i fghgdYn]U`]hÀhYb`VY]a :: `Y]gW\Yf`XYg`J YfhfUi Ybg`Y]bni \_Ui ZYb"

8]Y'K YfVY\_Ua dU[bY'k]fX']b': UWX!'i bX'Di V`]\_i a ga YX]Yb']a Df]bhVYfY]WX'[YgWXU`hYh'i bX'\À`h'Ui WX'ØVYf'±bZcgWfYYbž']b OZZYbh`]WXYb`JYf\_Y\fga ]hhY`b`]a `FU\a Yb`j cb`6i g!6fUbX]b[ gž 7]hm`][\h!D`U\_UhYb`i bX`Y]b`Zi `a ]bUbhYg`GhUh]cb!6fUbX]b[ i]b`XYf`I!6U\b!GhUh]cb`GhYd\Ubgd`Uhn`9]bni [ i]b`X]Y`2 ZZYbh`]WX\_Y]h"8Ybb`: `Y]gWX`]gh`k Yfhj c``ž`[ Ygi bXž'HY]``i bgYfYf`9fbÀ\fi b[ ž`Y]bVYgcbXYfYg`@YVYbga ]hhY`ž'VY]`XYa `b]WXh`bi f`X]Y`<Yf\_i bZh`nÀ\`h"8Ua ]h`]gh`Yg`YVYb`b]WXh` K i fgh ž`cV`: `Y]gWX`j ca `\UbXk Yf\_`]WXYb:UWXVYhf]YV`cXYf`Xi fWX`]bXi ghf]Y``Y`A UggYbdfcXi \_h]cb`Ui Z`X]YHY``Yf`\_ca a h"

K ]f'k c``Yb'XYb'K ]YbYf]bbYb'i bX'K ]YbYfbž'X]Y'hĀ[`]WX']\fY
9]b\_Ui ZgYbhgWXY]Xi b['VY]'@YVYbga ]hhY`b'hfYZZYbž'X]Y'K U\`
Yf`Y]WXhYfb"'8Ybb'Yg'a UWXh'Y]bYb'I bhYfgWX]YXž'cV': `Y]gWX!'i bX
K i fghk UfYb'[Yk YfV`]WX'cXYf']bXi ghf]Y```\Yf[YghY``h'k YfXYb ž
Yf\_`Afh'?F'9fk]b': Y``bYfž'≠bbi b[ga Y]ghYf'XYf'K]YbYf': `Y]gWXYfž
X]Y', VYf`Y[i b[Yb'\]bhYf'XYf'?Ua dU[bY.' K]f': `Y]gWXYf'i a g'9W\_
g]bX'X]Y'Y]bn][Y'5`hYfbUh]j Y'ni '6Yhf]YVYb'a ]h']bXi ghf]Y``Yf
9fnYi [i b["'K]f'ZYfh][Yb'i bgYfY'DfcXi \_hY'i bhYf'Y][YbYa 'BUa Ybž
k]f'[YVYb'5i g\_i bZhž'VYfUhYb'i bX'bY\a Yb'i bg'NY]h''8Ug'hi b'X]Y
FY[U`Y'b]WXhž'i bX'Ui WX'b]WXh'X]Y'j Yf\_`Y]XYhYb': ][i fYb'Ui g'XYf
K YfVi b[ž 'gc'XYf'≠bbi b[ga Y]ghYf'i bX'j YfdUW\_h'\]Yf'k c\``Y]bYb
GY]hYb\]YV'Ui Z'X]Y' < cZghÀXhYf!?Ua dU[bY'j cb'FYk Y"

## Dcg]h]j Y 9a ch]cbYb

: Øf'i bg'k Uf'Yg'k ]WX h][ ž'a ]h'XYb'H\Ya Yb': `Y]gWX ž'XYb': `Y]gWX Yfb i bX'XYb'A YbgWX Ybž'X]Y': `Y]gWX'[ Yb]Y» Ybž'gYbg]VY`i a ni [ Y\Yb i bX'dcg]h]j Y'9a ch]cbYb'Ui gni `ÒgYb' 'b]WX h'ni 'dfcj cn]YfYbž'ni UhhUW\_]YfYb'cXYf'[ Uf'ni 'dua a Yfbž 'YfÒfhYfb'8U[ a Uf'; f]a i g! @Y]h[ YV'i bX'? Uf]b'G]b[ Yf!; c``]UgWX'i b]gcbcž'X]Y'ZØf'X]Y'? fYUh]cb i bX'I a gYhni b[ 'XYf'? Ua dU[ bY'j YfUbhk cfh`]WX'nY]WXbYb.' 8Yf 9]b\_Ui Z'VY]a '; fY]» `Yf'cXYf'Ua 'A Uf\_hž'k ]Y'Ui WX'`c\_U`Yž \UbX[ YZYfh][ hY'DfcXi \_hY'[ Y\ÒfYb'ni a 'U\_hi Y``Yb'@]ZYghm`Y''I bX gc']gh'Yg'Ui WX'a ]h'XYa '9]b\_Ui Z'XYg'gYbg]V`Yb'@YVYbga ]hhY`g : `Y]gWX''

## 9]b\_Ui Z ]a ; fÀhnY `Vcca h

8 Y b b 'X Y f '9]b\_Ui Z']a '; fÀhnY`'VY]a ': UWX [ Y g WX À Zh'i a g '9 W\_'Y f `Y V h [ Y f UXY ']b 'K ]Y b 'Y]b 'F Y j ]j U`"'8]Y g '[ ]`h 'Y g 'ni 'bi hnY b 'i b X 'X Y b K ]Y b Y f ] b b Y b 'i b X 'K ]Y b Y fb 'ni 'j Y fa ]hhY `b ž X U g g 'g]Y 'V Y ] 'X Y b '%(\$

: `Y]gWXYfbž'X]Y 'Yg'bcWX ']b'K ]Yb'[]Vhž'Y\f`]WX'i bX'VYghYbg'VYX]Ybh k YfXYb" 5i Z'i bg'i bX'i bgYfY: UWX\_Ybbhb]ggY'\_ObbYb'g]WX'X]Y ?cbgi a YbhYb'j Yf`UggYb ž'V`Àgh': Y``bYf']bg'gY`VY'<cfb" K ]f [UfUbh]YfYb'VYgcbXYfY'EiU`]hÀhž': f]gWXYž'fY[]cbU`Y'GdYn]U`]hÀhYb i bX'X]Y'BÀ\Y'ni a '?i bXYb"'8]YgY'[Yk YfV`]WXYb'6Yhf]YVY'a ]h ]\fYb'Ub[YgWX`cggYbYb'DfcXi\_h]cbgfÀi a Yb'[UfUbh]YfYb @YVYbgeiU`]hÀh'j cf'Cfh'i bX'j Yf\]bXYfb'`Ub[Y'HfUbgdcfhk Y[Y" 8]YgY'6chgWXUZhYb'k c``Yb'k]f'j Yfa ]hhY`b' '8Ybb'@YVYbgeiU`]hÀh \Uh'Y]bYb'BUa Yb' 'X]Y'K]YbYf'@YVYbga ]hhY`[Yk YfVY"fFYX#K ?K Ł

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6Ygi WXYb G]Y i bg Ui Z. Z`Y]gWXi bXWc "Uh